



## IMPORTANT

We have provided a largely augmented staff of experienced sales people to insure prompt and efficient service. The merchandise is so arranged that selection can be made with little difficulty. You are advised to shop early.

# AT THE FRENCH SHOP

## IMPORTANT

Owing to the magnitude of this sale and the extraordinary values offered, no pin fittings will be made on the day of the purchase. Appointments for fittings may be made on the following day, which will be given the best possible attention.



## The Store of the Christmas Spirit JUST A FOREWORD

Everywhere in Phoenix's greater Christmas store—in the merchandise, in its decorations, in the service of the salespeople—one finds the true spirit of Christmas casting about its ray of cheeriness. Every offering, no matter how trivial or important, bears a definite mark of quality, representing, in each instance, the maximum of value for your money. At Christmas, as at all times, The French Shop interprets the real meaning of service. To shop here now means to avoid crowds of late shoppers; to secure advantages in selection. The salespeople, too, are better able to give you courteous attention than they will be after countless gift seekers have tried their patience to the utmost. Early morning shopping is especially invited. This advertisement offers many sensible gift suggestions.

## Our Second Annual Clearance Sale Is Your Wonderful Opportunity

From the crowds in our shop Saturday, it looked as though every woman read our ad, answering our invitation to attend our Second Annual Clearance Sale of every winter Suit, Coat, Dress, Skirt, Sweater, Petticoat and Blouse in the house. Spring goods are beginning to arrive and we must and will dispose of every winter garment regardless of its value. This is your door to economy—PUSH IT WIDE OPEN—AND WALK RIGHT IN.

### \$5.00 and \$6.95 Silk Blouses CLEARANCE SALE PRICE

### \$3.95

Georgette crepe and crepe de chine Waists in white, flesh and colors—all sizes.

### Winter Suits

High grade Suits of every color and every style, sizes 16 to 44. The greatest sacrifice on Suits ever made in this valley. \$75.00, \$65.00 and \$45.00 Suits on sale at—

### \$24.75, \$34.75, \$44.75

### \$11.50, \$12.50 to \$15.00 Silk Blouses CLEARANCE SALE PRICE

### \$8.95

A wonderful collection of these fine Waists in suit shades—flesh, white and black net and lace—the newest novelty creations included.

### \$8.50, \$9.50 and \$10.00 Silk Blouses CLEARANCE SALE PRICE

### \$6.95

Georgette crepe and crepe de chine novelty and Suit Blouses, in black, white and flesh—tailored and embroidered and lace trimmed styles.

### Clearance Sale on 5000 Pairs. Silk Hose

|  |        |
|--|--------|
| \$2.00 Silk Hose, Clearance Sale Price | \$1.65 |
| \$3.00 Silk Hose, Clearance Sale Price | \$2.35 |
| \$4.00 Silk Hose, Clearance Sale Price | \$3.25 |
| \$5.00 Silk Hose, Clearance Sale Price | \$4.00 |
| \$6.00 Silk Hose, Clearance Sale Price | \$5.00 |
| \$8.00 Silk Hose, Clearance Sale Price | \$6.00 |

### Sweaters Go at a Big Saving

AT OUR CLEARANCE SALE

|  |         |
|--|---------|
| \$10.00 Sweaters, Clearance Sale Price | \$6.95  |
| \$12.00 Sweaters, Clearance Sale Price | \$8.95  |
| \$15.00 Sweaters, Clearance Sale Price | \$9.95  |
| \$20.00 Sweaters, Clearance Sale Price | \$14.95 |

### All Ladies' \$13.50 to \$20 Boots \$9.85, \$10.85, \$13.85

Dozens and dozens of different styles to select from—all the season's best new styles and novelties—every leather—every good style you have seen this season, and all selling at reduced prices.



### Winter Coats

Values up to \$75.00 offered at these low prices

### \$24.75, \$34.75, \$44.75

|   |              |               |
|---|--------------|---------------|
| Silvertones—                                | Silvertones— | Crystals—     |
| Broacloths—                                 | Crystals—    | Chevrons—     |
| Velours—                                    | Tinseltone—  | Silvertones—  |
| Polo Cloths—                                | Plushes—     | Wool Velours— |
| in many attractive styles. Duvet Superiors— |              | Bolivias—     |
| Duvet de Laines—                            | Frost Glows— | Bolivias—     |

### 200 Cloth Dresses

Originally marked to sell at up to \$75.00

CLEARANCE SALE PRICE

### \$15.00, \$25.00, \$35.00, \$45.00

### Wool Skirts

CLEARANCE SALE PRICE

|                           |         |
|---------------------------|---------|
| \$8.00 to \$10.00 values  | \$4.50  |
| \$10.00 to \$15.00 values | \$6.50  |
| \$15.00 to \$20.00 values | \$9.95  |
| \$20.00 to \$25.00 values | \$14.95 |
| \$25.00 to \$35.00 values | \$19.95 |

### Beautiful Furs

AT LESS THAN WE COULD BUY THEM FOR OURSELVES TODAY

|  |       |
|--|-------|
| \$200 Fur Scarfs, Clearance Sale Price | \$150 |
| \$150 Fur Scarfs, Clearance Sale Price | \$110 |
| \$100 Fur Scarfs, Clearance Sale Price | \$75  |
| \$75 Fur Scarfs, Clearance Sale Price  | \$60  |
| \$60 Fur Scarfs, Clearance Sale Price  | \$40  |
| \$40 Fur Scarfs, Clearance Sale Price  | \$25  |

### 75 Tricolette Dresses

Values up to \$100.00,

CLEARANCE SALE PRICES

### \$25.00, \$35.00, \$45.00, \$55.00

### Tremendous Silk Dress Values

Values up to \$75.00

CLEARANCE SALE PRICE

### \$14.75, \$18.75, \$24.75, \$34.75

### Luxurious Coats, Dolmans and Coatees of Sealskin, Plush and Baffin Seal Plush

CLEARANCE SALE PRICES

|                  |          |                  |         |
|------------------|----------|------------------|---------|
| \$200 Coatees at | \$125.00 | \$100 Coatees at | \$65.00 |
| \$150 Coatees at | \$75.00  | \$75 Coatees at  | \$50.00 |
| \$125 Coatees at | \$75.00  | \$60 Coatees at  | \$35.00 |

**SPECIAL NOTICE—Merchandise Purchased in this Sale Cannot be Exchanged or Returned.  
No Refunds—No Phone or Mail Orders—Every Sale Must Be Final**



If you wish, a deposit will secure the purchase of any garment until ordered delivered



The Fashion Millinery in connection with  
The French Shop

